

"Capture the Moment"

[Red Lion Hotel - Pocatello](#)

Wednesday, May 7

7:00 a.m. Registration Opens – National Guard presents the colors

7:30 – 9:30 a.m. Opening Session & Breakfast *Sponsored by* [Horizon Air & Alaska Airlines Magazines](#)

- [Welcome & Introductions, Karen Ballard, State Tourism Administrator](#)
Karen Ballard was named the top tourism official for the state of Idaho, replacing longtime tourism administrator Carl Wilgus in November 2007. Ballard joined the Idaho tourism division for a newly created tourism development position in 1992, specializing in bringing international travelers to Idaho. She began her tourism career with the Elkhorn Resort in Sun Valley and has worked as a consultant for various professional associations and hotels in Idaho.
- ["You Are Idaho", John Webster - Chair, Idaho Travel Council and General Manager of the Best Western Burley Inn and Convention Center](#)
A provocative, humorous, and insightful look at the role you and those around you play in supporting Idaho's growing travel and tourism industry.
- [Geotourism, James Dion, National Geographic Society and Center for Sustainable Destinations, Washington DC](#)
Geotourism is the focus of Idaho's tourism efforts this year at the Governor's Conference on Recreation and Tourism. Jim Dion will give us a good understanding of how Geotourism affects us in Idaho's tourism efforts.

9:30 – 10:00 a.m. Coffee Break with Exhibitors *Sponsored by* [Media West](#)

10:00 – 11:00 a.m. Workshops (Choose one)

- Myths/Facts/Fables – Learn How to Tell Your Story
- Photography (Shooting & Buying Photos)
- Online Marketing (will be repeated at 11:15 a.m.)
- Collaborative Marketing 1

11:15 a.m. - 12:15 p.m. Workshops (Choose one)

- Marketing Culture with Sensitivity
- Collaborative Marketing 2
- Accessing Leads
- Online Marketing (also offered at 10:00 a.m.)

Afternoon Activities – All tours include boxed lunch for those registered

Lunches Sponsored by National Geographic Adventure and National Geographic Traveler Magazines

1:00 – 5:30 p.m.

- Fort Hall Reservation

Tour will include visits to the Fort Hall Museum, Casino & Enterprise, Buffalo Pasture, Ferry Butte to Mt. Putman. Enjoy demonstrations of tanning hides and performance by Buffalo Meadows RV Park Exhibition Dancers. Blessings/Smudge for the group will be performed by a tribal Elder at the Ceremonial Sun Dance Grounds.

- Lava Hot Springs

Cariboo Jack will be the step-on guide for your trip to Lava Hot Springs. Soak in the world famous hot pools, enjoy a guided walking tour, visit the South Bannock Historical Society Museum and take an optional wagon ride to Baker Ranch along the scenic Dempsey Creek or just stay on the bus to ride over.

- Old Town Tour/ Fort Hall Replica/Zoo

This tour will include a visit to the Fort Hall Replica with demonstrations by Mountain Man Gordon Perry; the Pocatello Zoo and various downtown attractions. Your tour will end at 4pm at Old Town Pocatello to enjoy, on your own, the **“Civitans Revive at 5”*** event or visit shops and galleries. Food vendors and a no-host bar will also be available.

- Golf Tournament – Highland Golf Course

A shamle format will be used, allowing a great time for all! A boxed lunch, cart and tee prizes are included in the \$50 fee. Proceeds from the tournament benefit the Larry J. May Foundation, which provides scholarships to hospitality focused students.

*** “Civitans Revive at 5” Buses depart at 3:30 from Red Lion for those not participating in a full tour**

6:00 to 6:15 p.m.

Buses depart Red Lion for Performing Arts Center

6:30 p.m.

Dinner at Stevens Performing Arts Center – business casual dress

Idaho State University’s \$34 million L.E. and Thelma E. Stephens Performing Arts Center grew out of a vision shared by longtime ISU supporter Thelma E. Stephens and President Richard L. Bowen, and encouraged by the Idaho State University Foundation Board of Directors.

8:00 p.m.

Yard Dogs Road Show & Vagabond Opera

“The Yard Dogs Road Show” is a 13-member traveling cabaret that features a unique blend of performances, including vaudeville, burlesque, stage magic, sideshow oddities, and beatnik “hobo poetry.” Performances include musical interludes, song and dance numbers and background music from the Yard Dogs cartoon heavy band.